

# EXHIBITOR PACKET

14TH ANNUAL EXHIB-IT!



**BUSINESS & CONSUMER**

**E X P O**

**September 14, 2021** |

PRE-EVENT: 1:00 PM – 3:30 PM

EXPO: 4:00 PM – 8:00 PM

**ISLETA RESORT & CASINO**

**Thank You Diamond Sponsors!**



Dear Exhibitor,

Thank you for participating in the 14<sup>th</sup> Annual B2B Expo NM! We are looking forward to another successful event at Isleta Resort & Casino with over **100** amazing Exhibitors (that's you!) and over than 900 attendees. We made some big changes this year and are so excited to share them with you. Guests will include members of the business community and organizations that contribute to social and economic progress in Albuquerque and the surrounding metropolitan area. We also want to thank all of our Sponsors, because without them, this event wouldn't be possible.

## SHOW MANAGEMENT

Please read the enclosed information to assist you with the Expo. If you have any questions, please contact Show Management at [events@b2bexponm.com](mailto:events@b2bexponm.com) or 505.828.0574.

EXHIB-IT!'s booth will be located in the Ball Room at Booth #. We will also have support staff and Ambassador Volunteers throughout the entire exhibition area to help out the day of the event.

### This guide contains the following information:

- **NEW IN 2021**
- Crucial Dates and Timelines
- Booth Description
- Exhibitor Booth Camps
- Move-In and Move Out Details
- Tips & Tricks for A Successful Show
- Expo Code of Conduct
- Liability
- Thank you!

### NEW IN 2021

- **NEW Times** – We have extended the ProTalks Pre-Event from 1:00 PM – 3:30 PM to allow more Q&A time for the ProTalk speakes.
- **NEW VIP Sponsor/Exhibitor/Speaker Reception** – Network with the decision-makers, without the pressure of exhibiting. Open to Sponsors, Exhibitors and ProTalk Speakes only on **September 13 from 6:00 PM – 8:00 PM** at Isleta Resort & Casino.
- **RETURNING ProTalks** – We're changing our Pre-Event to a "TED" style forum. ProTalks will feature dynamic local best practice leaders speaking on hot topics that affect New Mexico businesses.

## CRUCIAL DATES AND TIMELINES

### BEFORE THE B2B EXPO

Make the most out of the Expo!

<b>AUGUST 17<sup>TH</sup></b> 4:00PM – 6:00PM	<b>Booth Camp</b> At the EXHIB-IT! Showroom
<b>SEPTEMBER 13<sup>TH</sup></b> 6:00PM – 8:00PM	<b>VIP Sponsor/Exhibitor/Speakers Reception</b> At Isleta Resort & Casino

### MOVE-IN

Details on page 6

<b>SEPTEMBER 13<sup>TH</sup></b> 2:00 PM – 6:00 PM	<b>EXHIBITOR MOVE-IN</b> DAY 1
<b>SEPTEMBER 14<sup>TH</sup></b> 10:00 AM – 1:00 PM	<b>EXHIBITOR MOVE-IN</b> DAY 2
<b>SEPTEMBER 14<sup>TH</sup></b> 1:00 PM – 3:00 PM	<b>FOOD VENDORS ONLY</b> MOVE-IN

### SEPTEMBER 14<sup>TH</sup> PRE-EVENT PROTALKS

Exhibitors can upgrade their Expo-Only Passes to All-Access Passes for \$10! Contact Show Management to do so.

<b>1:00 PM – 3:30 PM</b>	<b>PRO TALKS</b> EXPERIENCE IN SUCCESS <a href="#">see details</a>
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### SEPTEMBER 14<sup>TH</sup> MAIN EVENT

<b>4:00 PM</b>	<b>EXPO OPENS!</b> Live Voting for Best Local Brand Award Tastings and Live Voting for Best Local Brewery Award
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6:30 PM	Live Voting ENDS for all Awards
7:00 PM	Best Local Brewery Award Winners Announced
7:15 PM	Best Local Brand Award Winners Announced
7:30 PM	Door Prizes (must be present to win)

**MOVE OUT**  
**Details on page 6**

SEPTEMBER 14 <sup>TH</sup> 8:00 PM – 9:00 PM	MOVE OUT ALL BELONGINGS AND TRASH MUST BE REMOVED BY 9:00 PM
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**BOOTH DESCRIPTION**

Each space contains:

- One skirted table (6’ for 6x8 spaces, 8’ for 8x10 and larger spaces)
- Two chairs
- Black Pipe & Drape backwall
- Black Pipe & Drape sidewalls
- 8” x 40” Company Sign
- One Electrical Outlet

We encourage you to be creative in your display. If you’d like to order anything else for your booth space, we have displays, banner stands, podium counters, conference tables/chairs, literature stands, etc. to rent or purchase. **Rentals must be reserved by Tuesday, August 31st.**

**We recommend purchasing new displays at least a month and a half before the event.** Remember to bring the necessary supplies such as string, tape, lead cards, staplers, pens, free promotional giveaways, etc. Exhibitor Name Badges will be administered during Check-In at the Registration desk.

**ELECTRIC**

Electrical is available to ALL exhibitors. No changes to electrical or booth locations can be made after **Friday, September 3rd**. Exhibitors will have access to only ONE electrical outlet. *If your display needs more than one outlet, you will need to bring your own power-strip (this also applies to all Food Vendors).*

**IF you do not need electrical at all, please confirm so we can save the fee we absorbed at no cost to you.**

### **FOOD VENDORS**

Contributing Food Sponsors will be provided with one electrical outlet and (2) skirted 8' tables (One in back as a prep table and one in front as a food vendor table for the attendees). We will not be providing any food service materials, such as hot plates, warmers, coolers, etc. Food Vendors are required to bring any necessary materials needed and a fire extinguisher if using heated elements. Food vendors are required to have any applicable food handler certificates required by law and Isleta Resort & Casino.

### **SPECIAL WIFI OR INTERNET CONNECTION NEEDS**

If you have any special WIFI or internet needs (Ethernet), notify us by **Friday, September 3rd**. Additional fees apply from the Internet Contractor.

## **B2B EXHIBITOR BOOTH CAMPS**

Join us for an exclusive B2B Exhibitor training session! We'll walk you through the best trade show practices and answer all of your exhibiting questions. *Space is limited, so RSVP with Show Management to reserve your spot!* **Booth Camp is Tuesday, AUGUST 17<sup>th</sup> from 4:00 PM – 6:00 PM at the EXHIB-IT! Showroom.**

## **MOVE IN AND MOVE OUT DETAILS**

We will have representatives and Ambassador Volunteers to help direct you to your exhibit space, along with a large Floor Plan printed on an easel as you enter the Ballroom areas in case you forgot where your space is located. All exhibitors other than Food Vendors must adhere to the Move-In and Move-Out schedules below.

### **MOVE IN – EXHIBITORS AND SPONSORS**

Monday, September 13, 2:00 PM – 6:00 PM

Tuesday, September 13, 10:00 AM – 1:00 PM – **All exhibits must be fully set up by 1:00 PM**

**We do not recommend leaving valuables in your booth space overnight.**

## MOVE IN - FOOD VENDORS ONLY

Move-In Tuesday, September 14, 1:00 PM – 3:00 PM

## MOVE OUT

Tuesday, September 14, 8:00 PM – 9:00 PM

Each Exhibitor is responsible for removing all trash associated within their Exhibit Space or will be charged a **\$50 fine**. If you rented a display from EXHIB-IT!, pack up the display and leave it in its case within your booth space. An EXHIB-IT! representative will be by to pick it up.

## PARKING AND LOADING AREAS

Parking is **FREE** to all Exhibitors and Attendees. There is open parking available in the South and West side of the Main Hotel Lobby Entrance Area. You can use the Main Hotel Lobby area or the Back Load-in area to bring in your displays. If you have larger items, you can use the loading dock on the Back of the Hotel Building, but we need to know by **Friday, September 3<sup>rd</sup>** to turn in your name into Security.

## TIPS & TRICKS FOR A SUCCESSFUL SHOW

### BEFORE

- Market your Expo participation BEFORE the event to drive attendance at your booth
- Attend the B2B Exhibitor Booth Camp
- Invite your existing customers to the B2B
- Promote the B2B at your business with the flyers/postcards we can provide
- Purchase promotional items with your company logo to hand out at the B2B
- Share your Booth space in your Newsletters and on Social Media, tagging @b2bexponm and using #b2bexponm
- Provide news releases to the media

### RECOMMENDATIONS FOR A SUCCESSFUL BOOTH

- Introduce and promote your latest product or service
- Make sure your staff is familiar with your products/services and the displayed literature or promotional items
- Be prepared to demonstrate your product or service
- Distribute promotional items during the event
- Offer discounts to B2B Expo attendees
- Stand up and Greet visitors!
- Wear comfortable shoes!
- Place your table at the back or side of your space to invite prospects into your booth

### AFTER

- Follow up with prospects and customers with phone calls or thank you emails/letters as soon as possible
- Analyze your metrics to see where you did great and how you can improve for your next show

- Do a recap of your time at the B2B for all your customers or prospects that couldn't make the event

## EXPO CODE OF CONDUCT

Exhibitors must confine their activities to the space for which they have contracted, keeping all aisles clear.

Exhibitors are encouraged to distribute samples, catalogs, pamphlets, souvenirs, etc. but must do so from within their booth spaces.

Exhibitors are prohibited from using amplifying equipment of any kind, including music, without written permission from Show Management. If permission is granted, the use of such equipment must not interfere with adjacent exhibitors or other activities.

**Booths must be manned at all times during the Expo.**

**Booth Take-Down starts at 8:00 PM, no sooner.**

**Booth spaces may not be shared!** You may only exhibit under the name that your booth is registered under and may only advertise the branding of that name.

Exhibitors are encouraged to network with attendees and discuss mutual business interests. However, attendees may not hard-sell to exhibitors.

All matters and questions not covered by these regulations are subject to the decision of Show Management.

## LIABILITY

EXHIB-IT!, Isleta Resort & Casino, and all other event Sub-Contractors will not be liable for any loss or damage to the property of exhibitors or their employees due to fire, robbery, accidents, or any cause whatsoever that may arise from use or occupancy of the provided space, building, or equipment. The exhibitors agree to indemnify and hold harmless EXHIB-IT! against any and all liability from damage to property or personal injury to the exhibitors, its agents, representatives, employees, or any other such persons. We highly recommend that you DO NOT leave valuables unattended in the exhibit hall before, during and/or after the event.

## THANK YOU

Thank you for your participation and we wish you a successful and fun-filled event. If you have any questions, please contact Show Management at [events@b2bexponm.com](mailto:events@b2bexponm.com) or 505.828.0574 or visit [www.b2bexponm.com](http://www.b2bexponm.com)